



# Community Grants Program

New York State Pollution Prevention Institute (NYSP2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

## Public Educational Stormwater Exhibit

### *Organization & Contact Information*

#### **Water Education Collaborative**

Paul M. Sawyko, Coordinator  
444 East Henrietta Road  
Rochester, NY 14620  
Website: <http://www.h2ohero.org/index.html>



### *Project Description*

Comprised of a 16 local environmental and community organizations, agencies, and private citizens, the Water Education Collaborative (WEC) was formed to plan, coordinate, fund and implement educational activities within the Rochester Embayment watershed. The mission of WEC is to be an effective partnership of environmental and community organizations that advances educational programming consistent with the Rochester Embayment Remedial Action Plan and other local water quality needs identified in the community. The goal for this project under the Community Grants Program is to:

1. Raise public awareness about how resident actions impact water pollution
2. Educate residents about stormwater pollution prevention practices at home
3. Develop a public stormwater exhibit featuring the H2O Hero at the Seneca Park Zoo



The Water Education Collaborative is leading an awareness campaign that educates the residents of the Genesee Regional Watershed of Lake Ontario about the enormous impact they can have on the water quality in the area. The creation of a stationary public stormwater exhibit featuring Larry the H2O Hero, WEC's mascot, will not only raise public awareness and understanding of stormwater pollution prevention practices but also direct residents towards implementing environmentally based and greener behaviors around their homes.

### *Project Status*

Grand opening of the stormwater display will be held May 12<sup>th</sup>, 2011 at Monroe County's Seneca Park Zoo in Rochester.

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